



# Omnichannel Targeting

More Personal IDs, More Professional IDs, More Ways to Reach Your Audiences.

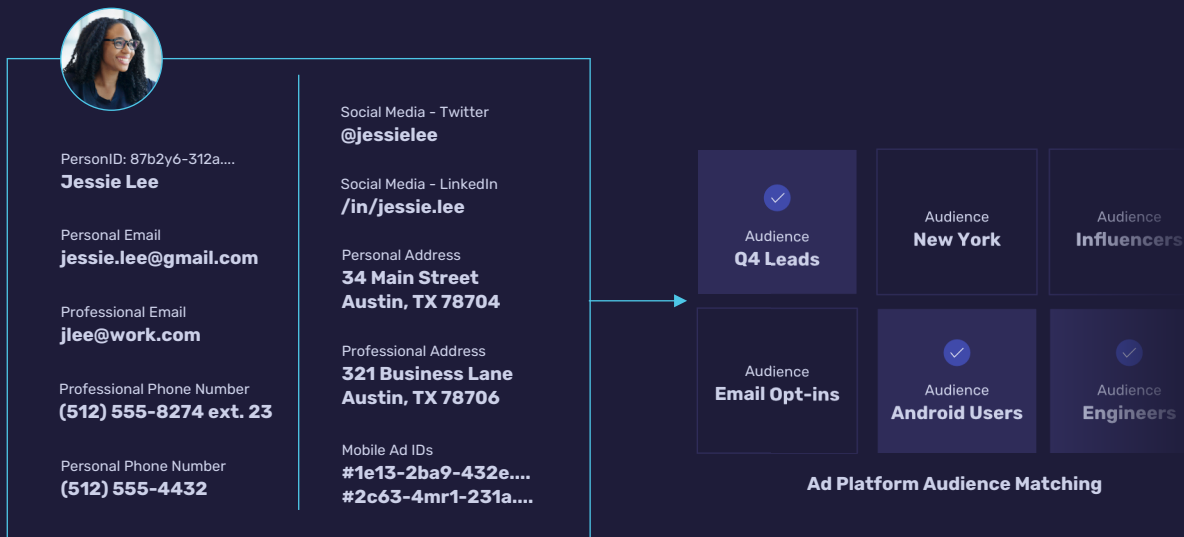
You might know who you want to target, but actually finding them can be difficult. To do so, you need as many points of contact as possible and find them across channels, platforms, and devices.

## Discover FullContact's Omnichannel Targeting, with the Most Robust Identifiers

Our Omnichannel Targeting solution empowers you to leverage Identity Resolution to maximize your ability to reach your audience. Add multiple identifiers to your target audience, and reach people wherever they engage by leveraging:

- ✓ **Mobile Ad IDs**
- ✓ **Hashed Emails**
- ✓ **Postal Addresses**  
(personal and professional)
- ✓ **Phone Numbers**  
(personal and professional)
- ✓ **Social Media**
- ✓ **Other First-Party Data**

Reach people wherever they engage by leveraging MAIDs, hashed emails, postal addresses, phone numbers, and more.



# How We Approach Omnichannel Targeting

## More Ways to Reach the Right People

We map information to your first-party data and find additional online and offline identifiers that you can take to the marketing platforms of your choice, giving you an expanded capability to map to them and get your message to your customers and prospects.

FullContact provides you with the identifiers, making them portable to any advertising platform. Because we send you the identifiers, you can also append the identities internally and re-use them--creating advertising efficiency and more true omnichannel measurement.

By using Mobile Ad IDs and hashed emails, we maintain longer-term connections to people. And we match on the person-level, so you can be certain to get your messaging in front of the right person.

### Simply Add Incremental Touchpoints

Access our Identity Graph and add both offline and online touchpoints -- an incremental average of 5 MAIDs and/or hashed emails per individual -- through our real-time API.

### Audience Matching

Add the newly gained identifiers to your customer records to consistently reach them.



#### Expand Your Reach

Gain an average of 5+ additional identifiers when connecting to our graph, which encompasses nearly one billion Mobile Ad IDs and hashed emails.



#### Real Control

We give you the identifiers for your contacts, allowing you to get multiple uses out of Mobile Ad IDs and hashed emails.



#### Increase Your Accuracy

Using the most-recent Mobile Ad IDs increases the accuracy of your targeting.

# The Benefits of Omnichannel Targeting

By multiplying the number and types of identifiers, you can reach your audiences across incremental channels and devices, accelerating your return on ad spend.

## Amplify Media Reach

Gain incremental touchpoints per person to increase omnichannel reach by 5X. Start with an input, such as name/address, name/Placekey ID, phone number, email, or Mobile Ad ID (MAID), and receive 5+ MAIDs and hashed emails

## Long-Lasting Identifiers

Link Mobile Ad IDs and hashed emails to a person, instead of a cookie, to reduce waste in media programs.

## Real-Time Turnaround

Get your data in real-time with FullContact's API. Your bids occur in real-time, your customers are clicking in real-time, and you need to keep up with today's dynamic environment.

## Own Your Data

Amplified digital identifiers can be used and syndicated as needed. No need for monthly refreshes during campaigns; our identifiers are long-lasting, housed anywhere you want, and can be used repeatedly.

## Use Cases

### Create Consistent Online and Offline Messaging

Reach Your Audiences Across Walled Gardens Without Giving Away Your Data

Amplify Your Message to Improve Your Return on Ad Spend



*Amplify your ability to recognize and reach real people by **3X**.  
Or it's on us. **Guaranteed.***

## Real People

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

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## Real Control

Leverage **FullContact Identity Streme™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

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## Real Time

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

**High availability, high throughput**, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time

*If you're interested in learning more about FullContact's  
Omnichannel Targeting capabilities, you can talk with an  
expert at [fullcontact.com/contact](https://fullcontact.com/contact)*